IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 174. (cancelled without prejudice)

175. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform data processing steps, comprising:

  preparing a plurality of data from a plurality of organization related systems, a user input and an Internet for processing,

  obtaining one or more keywords and a set of classification rules for each keyword from a user,

  searching for one or more keyword matches on the Internet,

  storing one or more locations for each keyword match found during the search of the Internet,

  counting and classifying said matches from each stored location for each keyword,

  transforming said counts for each keyword into one or more performance indicators and a summary of said performance indicators for each keyword,

  developing a linear or nonlinear model of ~~an organization value by a category of~~ each of one or more categories of an organization value from the prepared data that utilizes the summaries for each keyword as an input and that identifies a relative contribution of each of one or more elements of value to a value of each category of value, and

  quantifying and outputting a tangible contribution of each of the one or more keywords and each of the one or more elements of value to the ~~organization financial performance by~~ value of each of the categories of value using said model of organization value

    where the keyword performance indicators are linked together when they are not independent and where the categories of value are selected from the group consisting of current operation, real options and optionally market sentiment.

176. (previously presented) The program storage device of claim 175, wherein the organization physically exists.

177. (previously presented) The program storage device of claim 175, wherein the plurality of data are stored in an application database in accordance with a common schema.

178. (previously presented) The program storage device of claim 175, wherein the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

179. (previously presented) The program storage device of claim 177, wherein the common schema identifies a plurality of data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, and non-relevant attributes.

180. (currently amended) The program storage device of claim 175, wherein the data processing steps further comprise multiplying the quantified contribution of each <u>element of value and</u> keyword to each category of value by <u>a calculated</u> ~~the~~ value of each category of value to determine <u>a</u> ~~the~~ value of each <u>element of value and</u> keyword to the organization.

181. (currently amended) The program storage device of claim 175, wherein <u>developing a linear or nonlinear model of each of the the categories of value comprises using an automated multi stage process that utilizes a plurality of algorithms selected from the group consisting of neural network, classification and regression tree (CART); projection pursuit regression; Tetrad, LaGrange, MARS, Bayesian, path analysis, binomial, generalized additive model (GAM), linear regression; and stepwise regression</u> ~~each of the keywords maps to a common schema~~.

182. (previously presented) The program storage device of claim 175, wherein each of the quantified keyword contributions comprise a measure of relevance.

183. (currently amended) A method for determining ~~the~~ relevance ~~of a keyword~~, comprising:
using a computer to complete at least one of the steps of:
preparing a plurality of data from a plurality of organization related systems, a user input and an Internet for processing,

obtaining one or more keywords and a set of classification rules for each keyword from a user,

searching for one or more keyword matches on the Internet,

storing one or more locations for each i keyword match found during the search of the Internet,

counting and classifying said matches from each stored location for each keyword,

transforming said counts for each keyword into one or more performance indicators and a summary of said performance indicators for each keyword,

developing a linear or nonlinear model of ~~an organization value by a category of~~ <u>each of one or more categories of an organization</u> value from the prepared data that utilizes the summaries for each keyword as an input <u>and that identifies a relative contribution of each of one or more elements of value to a value of each category of value</u>, and

quantifying and outputting a <u>tangible</u> contribution of each of the one or more keywords <u>and each of the one or more elements of value</u> to the ~~organization financial performance by~~ <u>value of each of</u> the categories of value using said model of organization value

where the keyword performance indicators are linked together when they are not independent and where the categories of value are selected from the group consisting of current operation, real options and <u>optionally</u> market sentiment.

184. (currently amended) The method of claim 183, wherein the organization physically exists ~~and each of the quantified keyword contributions comprise a measure of keyword relevance~~.

185. (previously presented) The method of claim 183, wherein the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

186. (currently amended) The method of claim 183, wherein the steps further comprise multiplying the quantified contribution of each <u>element of value and</u> keyword to each category of value by <u>a calculated</u> ~~the~~ value of each category of value to determine <u>a</u> ~~the~~ value of each <u>element of value and</u> keyword to the organization.

187. (currently amended) The method of claim 183, wherein <u>developing a linear or nonlinear</u> <u>model of each of the the categories of value comprises using an automated multi stage process</u> <u>that utilizes a plurality of algorithms selected from the group consisting of neural network,</u> <u>classification and regression tree (CART); projection pursuit regression; Tetrad, LaGrange,</u> <u>MARS, Bayesian, path analysis, binomial, generalized additive model (GAM), linear regression;</u> <u>and stepwise regression</u> ~~each of the keywords maps to a common schema~~.

188. (currently amended) A ~~keyword~~ relevance system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

    prepare a plurality of data from a plurality of organization related systems, a user input, an Internet and one or more external databases for processing,

    obtain one or more keywords and a set of classification rules for each keyword from a user,

    search for one or more keyword matches on the Internet and in one or more external databases,

    store one or more locations for each keyword match found during the search,

    count and classify said matches from each stored location for each keyword,

    transforming said counts for each keyword into one or more performance indicators and a summary of said performance indicators for each keyword,

    developing a linear or nonlinear model of ~~an organization value by a category of~~ <u>each of one or</u> <u>more categories of an organization</u> value from the prepared data that utilizes the summaries for each keyword as an input <u>and that identifies a relative contribution of each of one or more</u> <u>elements of value to a value of each category of value</u>, and

    quantifying and outputting a <u>tangible</u> contribution of each of the one or more keywords <u>and</u> <u>each of the one or more elements of value</u> to the ~~organization financial performance by~~ <u>value of</u> <u>each of</u> the categories of value using said model of organization value

        where the keyword performance indicators are linked together when they are not independent and where the categories of value are selected from the group consisting of current operation, real options and <u>optionally</u> market sentiment.

189. (previously presented) The system of claim 188, wherein the organization physically exists and each of the quantified keyword contributions comprise a measure of keyword relevance.

190. (previously presented) The system of claim 188, wherein the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

191. (currently amended) The system of claim 188, wherein the processor also multiplies the quantified contribution of each element of value and keyword to each category of value by a calculated the value of each category of value to determine a the value of each element of value and keyword to the organization.

192. (currently amended) The system of claim 188, wherein developing a linear or nonlinear model of each of the the categories of value comprises using an automated multi stage process that utilizes a plurality of algorithms selected from the group consisting of neural network, classification and regression tree (CART); projection pursuit regression; Tetrad, LaGrange, MARS, Bayesian, path analysis, binomial, generalized additive model (GAM), linear regression; and stepwise regression each of the keywords maps to a common schema.

193. (currently amended) A keyword relevance method, comprising:
using a computer to complete the steps of:
preparing a plurality of data from a plurality of organization related systems, a user input, an Internet and one or more external databases for use in processing,
obtaining one or more keywords and a set of classification rules for each keyword from a user,
searching for one or more keyword matches on the Internet and in one or more external databases,
storing one or more locations for each keyword match found during the search,
counting and classifying said matches from each stored location for each keyword,
creating one or more keyword performance indicators using said counts and classification data for each keyword and a summary of said performance indicators for each keyword,

developing a linear or nonlinear model of ~~an organization value by a category of~~ <u>each of one or more categories of an organization</u> value from the prepared data that utilizes the summaries for each keyword as an input <u>and that identifies a relative contribution of each of one or more elements of value to a value of each category of value</u>, and

quantifying and outputting a <u>tangible</u> contribution of each of the one or more keywords <u>and each of the one or more elements of value</u> to the ~~organization financial performance by~~ <u>value of each of</u> the categories of value using said model of organization value

where the keyword performance indicators are linked together when they are not independent and where the categories of value are selected from the group consisting of current operation, real options and <u>optionally</u> market sentiment.

194. (previously presented) The method of claim 193, wherein the organization physically exists and each of the quantified keyword contributions comprise a measure of keyword relevance.

195. (previously presented) The method of claim 193, wherein the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

196. (currently amended) The method of claim 193, wherein the steps further comprise multiplying the quantified contribution of each <u>element of value and</u> keyword to each category of value by <u>a calculated</u> ~~the~~ value of each category of value to determine <u>a</u> ~~the~~ value of each <u>element of value and</u> keyword to the organization.

197. (currently amended) The method of claim 193, wherein <u>developing a linear or nonlinear model of each of the</u> ~~the~~ <u>categories of value comprises using an automated multi stage process that utilizes a plurality of algorithms selected from the group consisting of neural network, classification and regression tree (CART); projection pursuit regression; Tetrad, LaGrange,</u>

MARS, Bayesian, path analysis, binomial, generalized additive model (GAM), linear regression; and stepwise regression ~~each of the keywords maps to a common schema~~.